

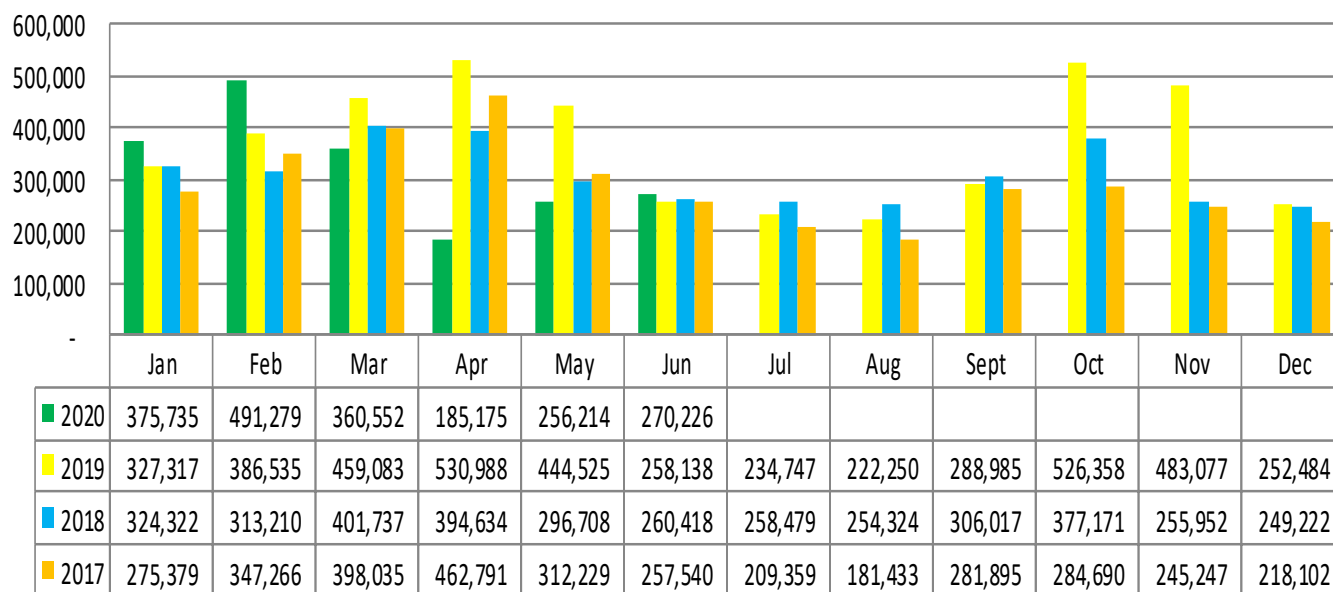
TOURISM INDUSTRY INDICATORS

JULY 2020 MONTHLY TRACKING DASHBOARD

Produced by the Louisiana Office of Tourism

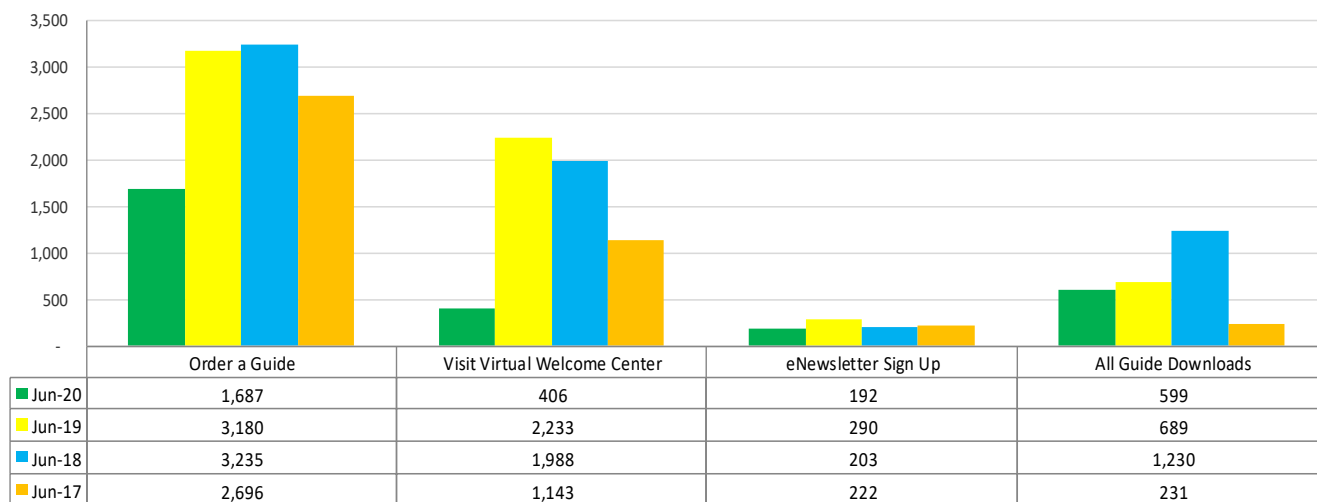
LOUISIANATRAVEL.COM

Website Sessions (Visits) Yr/Yr



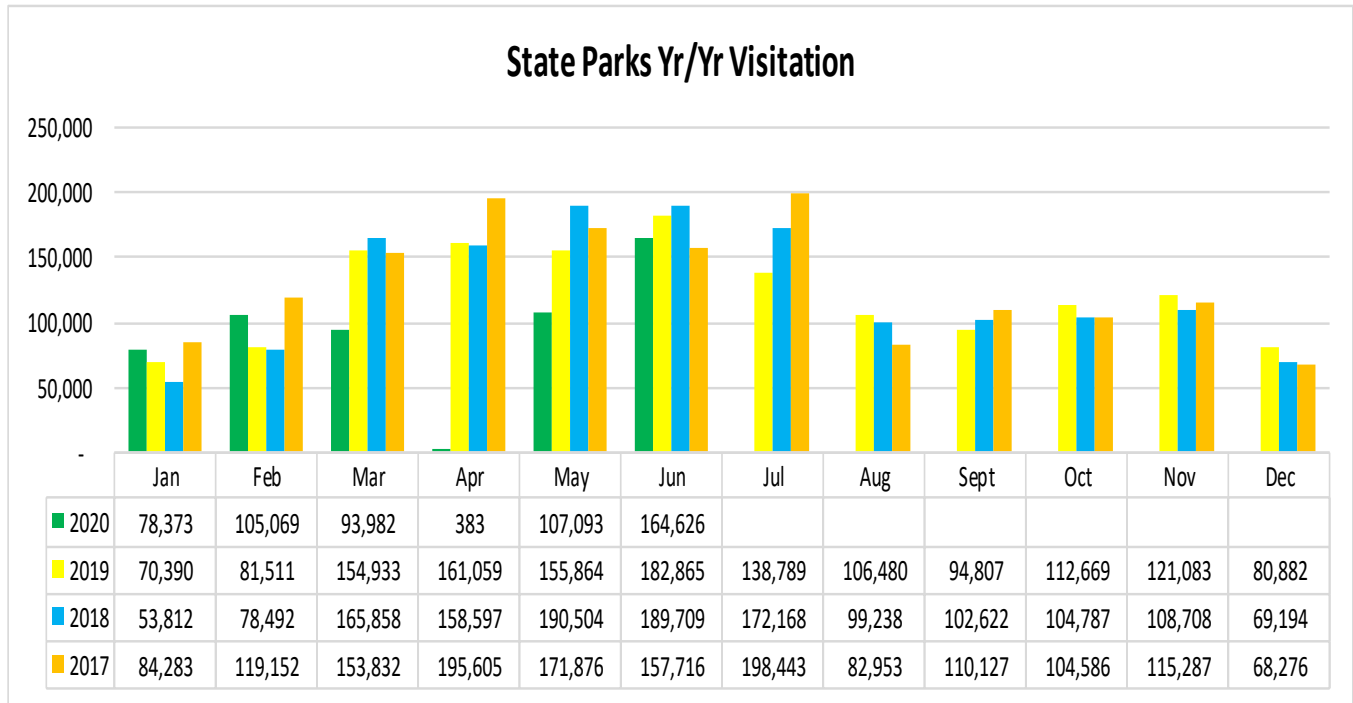
LouisianaTravel.com website showed an increase of 4.7 percent in total website visits in June 2020 over June 2019

Signals of Intent to Travel

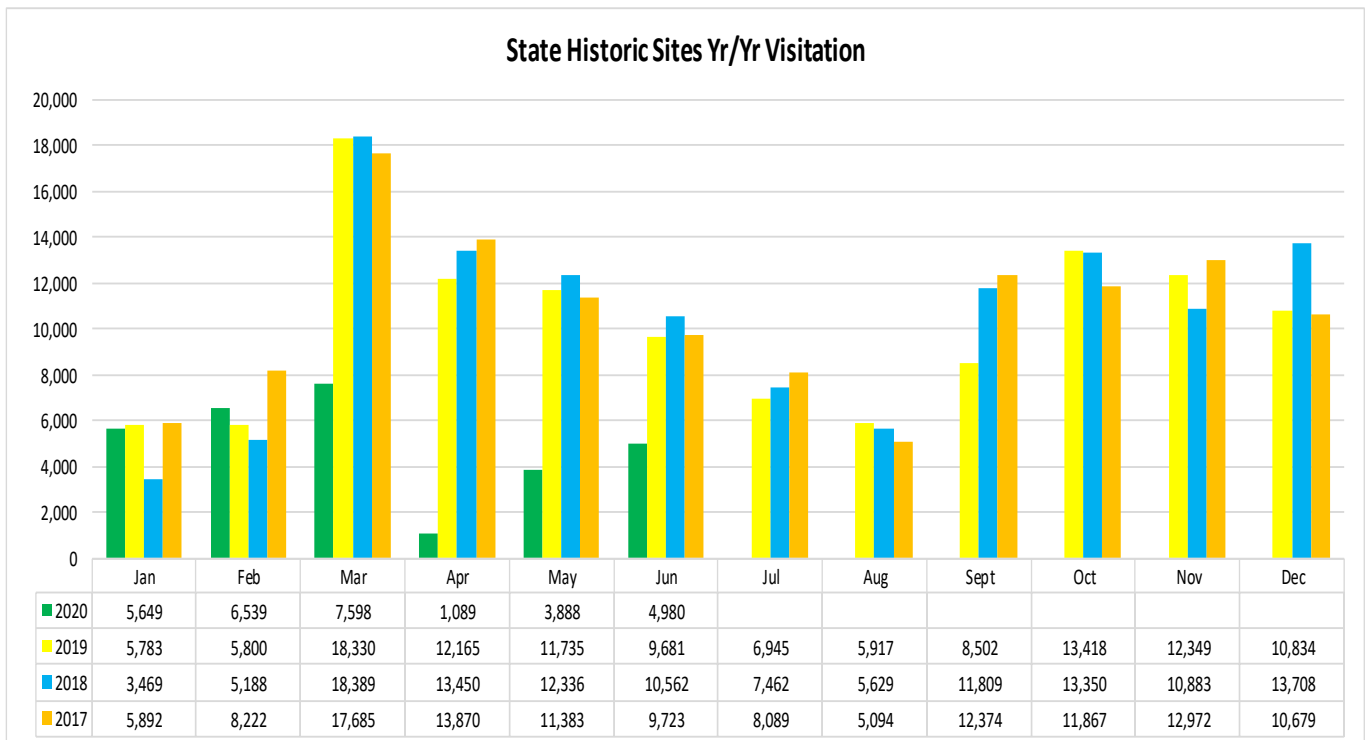


Source: Google Analytics

STATE PARKS



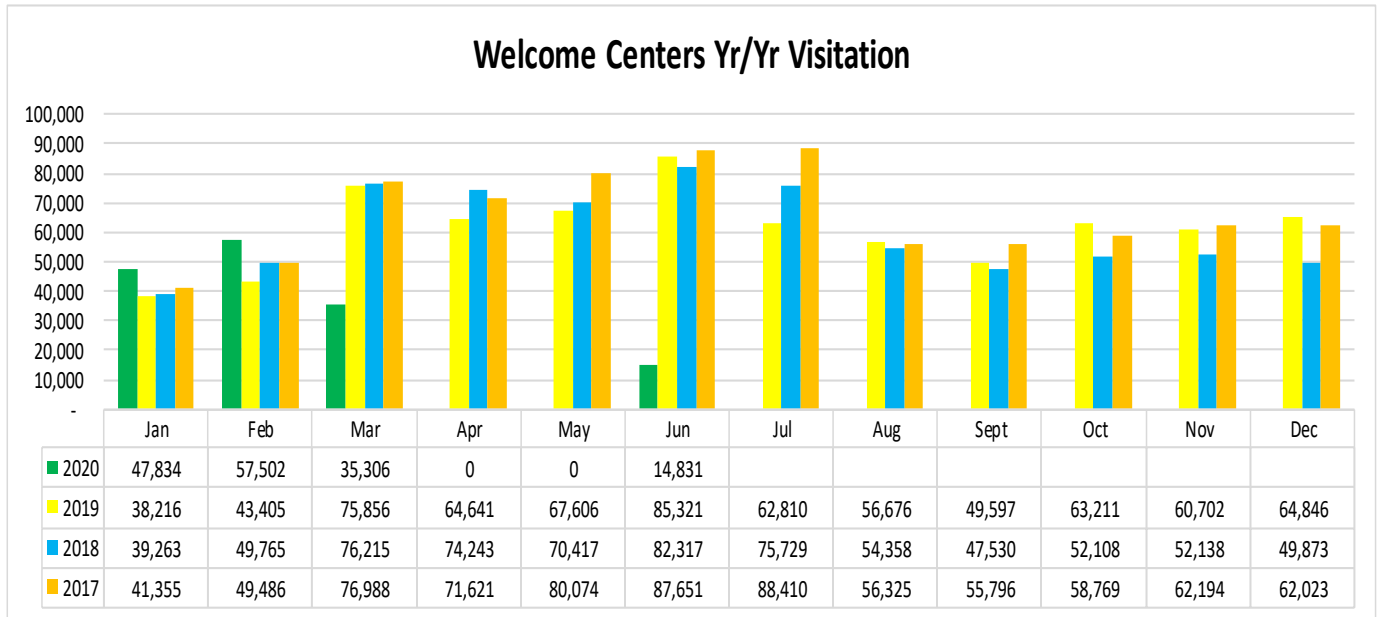
STATE HISTORIC SITES



Source: Louisiana State Parks

For more information, contact Latoya Wells, Reservation System Director, at lwells@crt.la.gov or at 225.342.9519

WELCOME CENTERS



Statewide welcome centers visitation decreased by 83% in June 2020 over June 2019. Due to COVID-19, the welcome centers were closed in April and May.

Note: The Vidalia Welcome Center and the Alexandria I-49 Welcome Center are permanently closed to visitors.

Welcome Centers Visitor Totals

International - Jun 2020	
Mexico	734
Canada*	22
United Kingdom	8
France	8
Ukraine	7

States** - Jun 2020	
Texas	3,794
Mississippi	1,148
Florida	837
Alabama	731
Georgia	612

Cities** - Jun 2020	
Houston, TX	579
Dallas, TX	296
Bullard, TX	156
San Antonio, TX	148
Fort Worth, TX	130

International Jan - Jun 2020	
Canada*	4,339
Mexico	3,962
France	1,252
United Kingdom	1,143
Germany	482

States** Jan - Jun 2020	
Texas	33,146
Mississippi	12,604
Alabama	9,681
Florida	8,966
Georgia	4,325

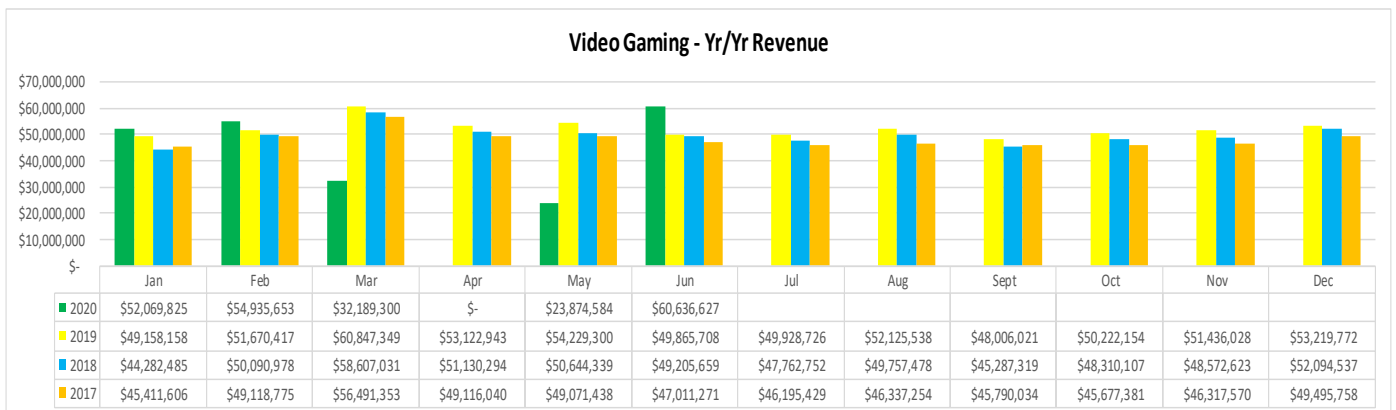
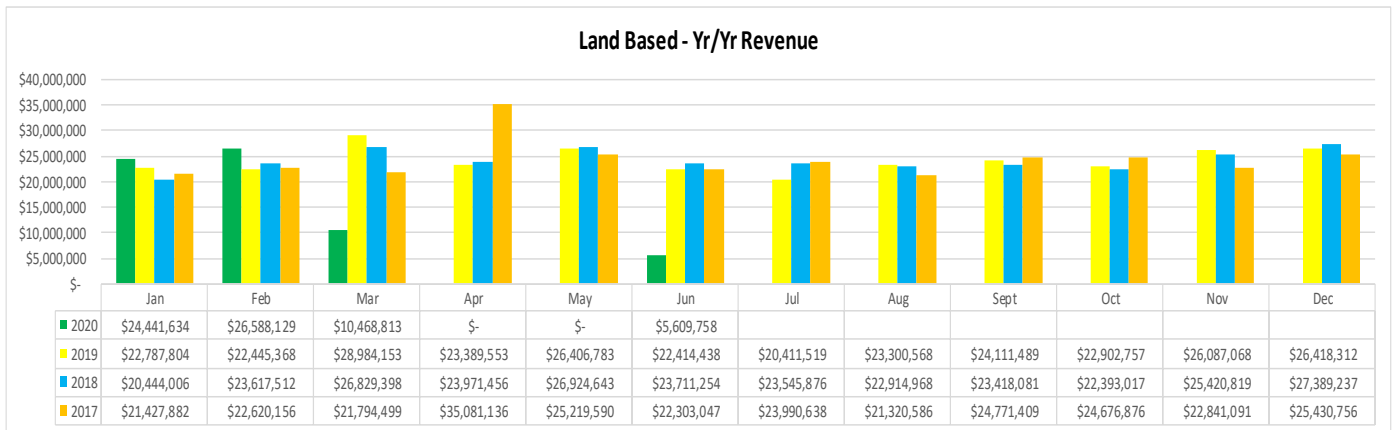
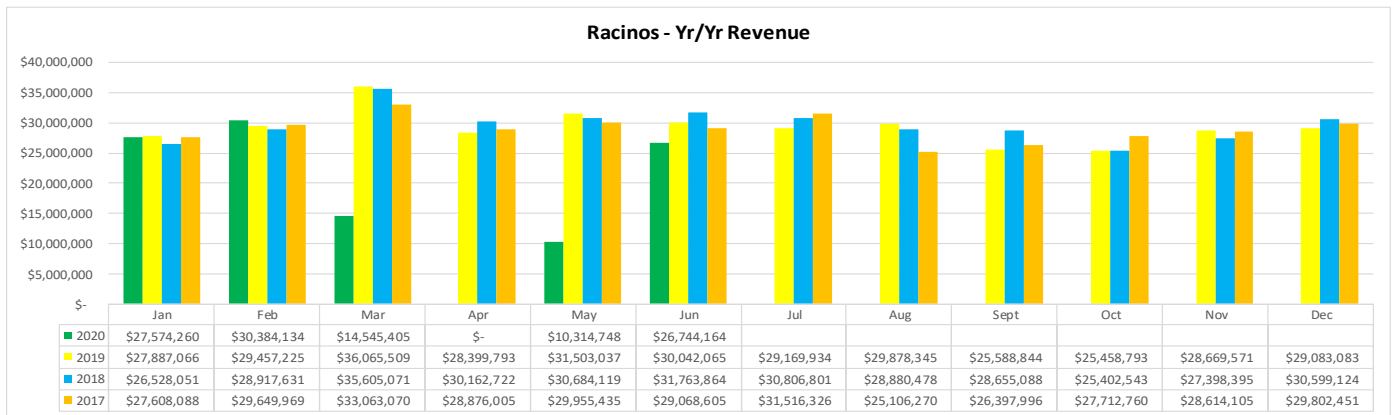
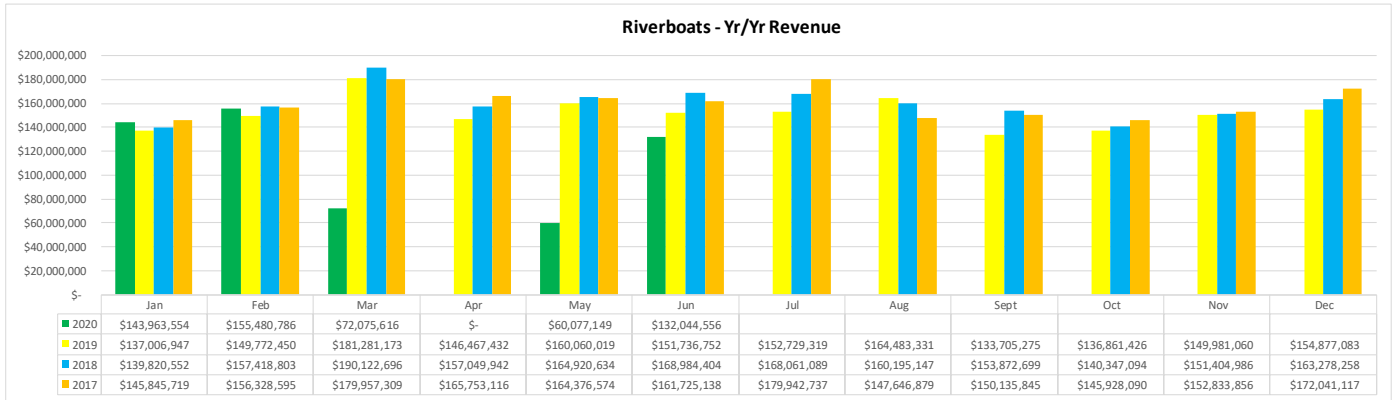
Cities** Jan - Jun 2020	
Houston, TX	4,472
Mobile, AL	2,816
Pensacola, FL	1,274
Longview, TX	1,174
San Antonio, TX	1,173

* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

Source: Louisiana Welcome Centers

For individual Welcome Center visitation numbers, contact Jason Miller at capitolparkwcl@crt.la.gov.

GROSS GAMING REVENUE



Source: Louisiana State Police